

# Getting Started with your Calendar Project

## 4 ESSENTIAL QUESTIONS:

1. How will you sell/distribute calendars?
2. What listings (Events, Birthdays, Anniversaries, In Memoriam...etc) will you include in the calendar?
3. Will you sell advertising space in the calendar? • Display Ads • Directory Ads
4. When do you need the calendars in hand?

## GET ORGANIZED (Building your Dream Team)

Who will handle the calendar sales/distribution? • Chairperson

Who will be responsible for inputting the necessary information for the calendar?

- Ads • Listings • Order Details (organization info, color, quantity...etc)

Who will handle the Business sponsorship/advertisement sales?

## Entering & Submitting Calendar Information with EZO

- Update the Organization Information page
- Select the proper starting month & year for your calendar
- Enter all necessary Ad information
- Digitally upload necessary logos/files or mail in hard-copy ads
- Enter all Events, Birthdays, Anniversaries...etc
- Verify Order Details: quantity, color, special instructions • Invoice actively displays as calendar information is entered
- Verify shipping information and submit order online.

## MAKE THE MOST \$\$

Determine selling **price**  
of the calendars

\_\_\_\_\_

Will you sell **Display**  
or **Directory ads** or  
both?

How much will you sell  
**advertisements** for?

Consider:

- Different ad sizes ½ space,  
1 space, 2 space...etc
- Color or B&W
- Ad displays 12 months  
- \$150 ad = \$12.50/month  
for advertisers
- Can be as simple as a  
business card

Will you find a sponsor  
for the main photo?

- How much for that  
space?

\_\_\_\_\_

How much will you sell  
Birthdays/Listings for?